

Name. ....		Printed Pages:01		
Student Admn. No.: .....				
<b>School of Media and Communication Studies</b> <b>Semester End Examination (SEE), Summer Term - August 2023</b> <b>[Program: BAJMC] [Semester: Sem I] [Batch:2022-25 ]</b>				
Course Title: Introduction to Mass Communication		Max Marks: 100		
Course Code: BAJC1028/K2UA101T		Time: 3 Hrs.		
<b>Instructions:</b>	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		CO	K Level	Marks
<b>SECTION-A (15 Marks)</b>		<b>2 Marks each</b>		
1.	What do you mean by “Sender” in the process of communication?	CO1	K1	5
2.	Explain the concept of “Intrapersonal Communication”.	CO2	K2	5
3.	Explain the concept of “Communication Model”.	CO3	K2	5
<b>SECTION-B (40 Marks)</b>				
4.	Explain ‘Agenda Setting Theory’.	CO4	K2	10
5.	Compare between “one step and two step flow of communication”. Give suitable examples.	CO4	K2	10
6.	Examine the types of communication barriers, with relevant examples of each.	CO2	K4	10
7.	Identify and explain the elements of Harold D. Laswell Model of Communication.	CO3	K3	10
<b>SECTION-C (45 Marks)</b>		<b>8 Marks each</b>		
8.	Analyse the Sadharanikaran Model of Communication.	CO3	K4	15
9.	Interpret the Cultivation theory.	CO4	K5	15
10.	Evaluate the Uses and Gratification theory.	CO4	K5	15